

Creating an Environment in which Youth are Encouraged to Eat a Healthier Diet

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Marvin E. Goldberg, Ph.D.
Bard Professor of Marketing
Penn State University

Kunter Gunasti
Ph.D. Student
Penn State University

Upstream--Midstream--Downstream

- Wallach's (1993) parable

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 - The Food Marketing Chain
 - Downstream
 - Parents
 - Children
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 - Food Processing Firms
 - Produce Growers
 - NGO's
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 - Upstream
 - Government
-

Marketing's 4 P's

- Product
 - Price
 - Promotion
 - Place
-

Product

- Taste (vs. nutrition)
 - Packaging
 - Kids and packaging/sliced fruit
 - National Labeling and Education Act (NLEA)
 - Consumers as “cognitive misers”
 - Pepsi’s “SmartSpot”
 - 100 calorie package
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Price

- Price Elasticities
 - Structure of the food industry
 - Relative costs of lower/higher density foods
 - subsidies
 - efficiencies of scale
 - barriers to entry
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Promotion

- Advertising to kids
 - Achieving a balance
 - Regulatory/voluntary restrictions
 - Messages for healthier foods/eating
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Place: end points in the food channel

- Supermarkets vs. convenience stores
 - Relative availability of F&V
 - Branding (“Fruits & Veggies...More Matters”)
 - Restaurants
 - Healthier offerings
 - Promotion of offerings
 - Portion size
 - Schools: 4 P’s
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Schools: 4 P's

□ Product

- Increasing availability of F&V.
- Improving quality/taste

□ Price (sensitivity to lowered prices)

- Fruit in cafeterias
- Low fat snacks in vending machines

□ Promotion

- Food pyramid: necessary but not sufficient
 - Media literacy: a relatively new approach
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Setting Priorities

- 1. Opportunity
 - 2. Motivation
 - 3. Ability
-

Setting Priorities: Motivation/Ability/Opportunity

- 1. Opportunity
 - Availability/access to healthier foods
 - low income areas
 - School meals
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Motivation/Ability/Opportunity: Setting Priorities

- 1. Opportunity
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 - 2. Motivation
 - Creating the desire to choose healthier options
 - key benefits:
 - “fun” for kids;
 - convenience for adults
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Motivation/Ability/Opportunity: Setting Priorities

- 1. Opportunity
 - Availability/access to healthier foods
 - low income areas
 - School meals
 - 2. Motivation
 - Creating the desire to choose healthier options
 - key benefits:
 - “fun” for kids; convenience for adults
 - 3. Ability
 - Money
 - Time
 - Product knowledge
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